

JANUARY

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FILE

AUGUST 2,

1965

# fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021



# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE                      WHAT'S GOING ON                      GIVEN BY                      WHERE

WEEK ENDING FRIDAY, JULY 30, 1965

FALL-WINTER PRESS SHOWINGS--CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE, PARIS

Picture Release Date--Monday, August 30

Thursday, July 29

9:45 A.M.                      Christian Dior.  
10:30 A.M.                      Griffe; Patou.  
12:00 Noon                      Lapidus; Yorn.  
3:00 P.M.                      Montaigne.  
5:00 P.M.                      Tellin.  
6:00 P.M.                      Renal.

Friday, July 30

10:00 A.M.                      Laroche; Sagardoy.  
11:00 A.M.                      Castillo.  
2:15 P.M.                      Cardin.  
3:00 P.M.                      Laroche; Tellin.  
5:30 P.M.                      Segardoy; Ungaro; Rouff; Cardin.  
7:30 P.M.                      Hermes.

Saturday, July 31

9:15 A.M.                      Capucci.  
10:30 A.M.                      Hermes.  
10:45 A.M.                      Gres.  
2:15 P.M.                      Ungaro.

Monday, August 2

10:30 A.M.                      Molyneux, Givenchy (buyers).  
11:30 A.M.                      Anny Blatt.  
3:00 P.M.                      Molyneux. Time not set: St. Laurent (buyers).

Wednesday, August 4

10:30 A.M.                      Balenciaga (buyers).

Friday, August 6

3:30 P.M.                      V. Bourgade.

Contact: Marjorie Dunton, Chambre Syndicale, 100 Rue du Faubourg, St-Honore, Paris.

Thursday                      PRESS PREVIEW OF                      ABRAHAM & STRAUS                      4TH FLOOR  
July 29                      COLLEGE FASHIONS                      (BROOKLYN)                      RESTAURANT  
10:00 A.M.                      Preview for the press of college fashions. By invitation. (For Release,  
Breakfast                      Fri., July 30.)                      Publicity: Jackie Landesman, TR. 5-0195.

July 30                      GIMBELS RELEASE--College and career fashions. (Preview, July 28)

Just                      HOSIERY COLORS                      COLOR ASSOCIATION                      200 MADISON AVENUE  
Issued                      FOR SPRING 1966                      OF THE U.S., INC.  
Hosiery colors coordinated with fabrics and leathers. Contact: Anne Mulligan, MU. 5-5881.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 2, 1965</u>			
August 2	STERN BROTHERS RELEASE DATE--Opening of College Shop. (No Press Show)		
August 2	MACY'S RELEASE--Country Suedes. (No Press Show)		
Monday August 2 9:00 A.M.- 12:00 Noon	PRESS PREVIEW: NOTION AND NOVELTY SHOW "Holiday and Travel Time in Notion Land"--new notions, packaging, colors-- designed especially for gifts and winter holidays. ("Press Discovery Room" open throughout show for press and buyers.) By invitation. <u>For trade,</u> <u>9:00 A.M.-5:00 P.M., Aug. 2 to Aug. 5.</u> Contact: Ann Karas, PE. 6-8820.	NATIONAL NOTION ASSN.(350 FIFTH AVE.)	N.Y. TRADE SHOW BLDG. 8TH AVE.& 35TH ST.
Monday August 2 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Bloomingdale's will preview their college collection. For the press by invitation. (For Release, Tues., August 3.) Publicity: Jacquie Leve, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR JUNIOR SHOP
Monday August 2- August 20	EXHIBITION: REGIONAL COSTUME PRINTS Fifty color plates of 18th and 19th century French regional costumes, shown as design inspiration for modern fashions, headgear and accessories. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday August 3 12:30 P.M. Luncheon	PRESS LUNCHEON FOR BEAUTY EDITORS "Natif de France"--American debut of Sutton Cosmetics' new award-winning perfume. By invitation. Publicity: Pat Patricof, Morris Silver Assoc., YU. 6-8760.	SUTTON COSMETICS	ST. REGIS HOTEL LOUIS XVI SUITE
Tuesday August 3 3:30 P.M.	PRESS PREVIEW: SPRING COLORS, FABRICS, YARNS Press preview of Spring 1966 colors, fabrics, and yarns. Refreshments at 3:30 P.M. <u>Presentation at 4:15 P.M.</u> By invitation. Contact: Ann Mulcahy, OX. 5-1200, Ext. 436.	MILLIKEN WOOLENS, DIV. DEERING MILLIKEN, INC.	1045 SIXTH AVENUE 4TH FLOOR
Tuesday August 3 4:30 P.M. Cocktails	PRESS PREVIEW: FASHIONS BY ANGELA CASH Showing for the press of Stern Brothers' "Angela at Londontown" collection. By invitation. (For Release, Fri., Aug. 6.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	3RD FLOOR JUNIOR DEPARTMENT
August 4	GIMBELS RELEASE--Opening of Back-To-School Shop. (No Press Show)		
Cancelled August 4	STERN BROTHERS FOREIGN EXCHANGE SHOP PRESS PREVIEW, ORIGINALLY SCHEDULED FOR AUG. 4, HAS BEEN POSTPONED TO MONDAY, AUG. 30 AT 10:00 A.M. (See Pg.5)		
Thursday August 5 2:30 P.M.- 5:00 P.M.	PRESS PREVIEW: XMAS GIFT ITEMS Preview for the press of Bendel's Christmas gift items. By invitation. Publicity: Ruth Hammer Assoc., CI. 7-1100, Ext. 345.	HENRI BENDEL (10 WEST 57TH STREET)	7TH FLOOR
August 6	STERN BROTHERS' RELEASE--"Angela at Londontown." (Preview, Aug.3--See Above)		
August 9	MACY'S RELEASE--Children's Back-To-School Fashions. (No Press Show)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 9 9:30 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION Preview for press of Ohrbach's Fall shoe collection. By invitation. (For Release, Tues., Aug. 10.)	OHRBACH'S	3RD FLOOR SHOE SALON
Beginning Monday August 9	HOLIDAY AND RESORT JUNIOR FASHIONS Continuous daily showings of Resort, Holiday and early Spring junior dresses and knits, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday August 10 9:30 A.M. Coffee	PRESS PREVIEW: NEW JUNIOR DEPARTMENT Preview for press of Franklin Simon's new "junior" fourth floor. By invitation. (For Release, Thurs., Aug. 12.)	FRANKLIN SIMON	4TH FLOOR
Tuesday August 10 11:30 A.M.	TENNIS WHITES WITH KODEL POLYESTER "Yesterday, Today, and Tomorrow"--press preview featuring tennis whites with Kodol polyester. (Highlights of fashion show to be presented during tennis matches on Sept. 9.) Limousine from 260 Madison Ave. at 11:30 A.M. By invitation. Contact: Jean Maxwell, Paul Bradley, Inc., PL. 2-5105.	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
Beginning Tuesday August 10	OPENING OF RESORT & HOLIDAY COLLECTION Holiday, Resort, and early Spring imported knitwear collection, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.	ARBE IMPORTS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday August 10	OPENING: HOLIDAY COLLECTION Daily informal showings of new Holiday collection--custom-sizes for the petite miss. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
August 11	LORD AND TAYLOR RELEASE DATE--Children's Imported Fashions. (No Press Show)		
Wednesday August 11 9:30 A.M. Coffee	PREVIEW: MILO BAUGHMAN HOME FURNISHINGS Press preview of Milo Baughman's "New Concept" in home furnishings. By invitation. (For Release, Fri., Aug. 13.)	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Wednesday August 11	HOLIDAY AND CRUISE COLLECTION Continuous daily showings of the 1965 Holiday and Cruise collection of imported knit fashions. Contact: WI. 7-8130.	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
August 12	FRANKLIN SIMON RELEASE--New junior department. (Preview, Aug. 10--See Above)		
August 13	MACY'S RELEASE DATE--Milo Baughman's Home Furnishings. (Preview, Aug. 11.)		
August 16	OHRBACH'S RELEASE--Back-to-school fashions. (No Press Show)		
August 16	ABRAHAM & STRAUS RELEASE--New Collectors' Corner of Knitwear. (No Show)		
Monday August 16 12:30 P.M. Luncheon	PRESS PREVIEW: MILLINERY BY ADOLFO Adolfo's new millinery collection for Saks Fifth Avenue. By invitation. (For Release, Tues., Aug. 17.)	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Publicity: Helen O'Hagan, PL. 3-4000.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 16- August 17 2:00 P.M.- 6:00 P.M.	OPENING: 1966 IMPORTED SANDAL COLLECTION Special display and showing for the press, presenting imported sandal collection, Aug. 16 and Aug. 17, from 2:00 P.M. to 6:00 P.M. By invitation. Contact: Helen Perlman, BR. 9-5800.	GOLO FOOTWEAR CORP.	350 FIFTH AVENUE SHOWROOM - 925
Monday August 16 2:30 P.M.	SPRING-SUMMER 1966 FASHION FOOTWEAR Semi-annual forecast of trends in toe shape, silhouette, detailing and materials for women's fashion shoes. Also, an hour-long color slide presentation highlighting design themes from Spring ready-to-wear market. Show will coincide with opening day of the Designer Shoe Guild advance openings. Attendance by advance registration: \$6.00, members; \$9.00, non-members (price includes swatched color guide.) Hennessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON AVE.)	HOTEL PLAZA GRAND BALLROOM
Tuesday August 17 9:30 A.M. Coffee	PRESS PREVIEW OF FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. (For Release, Wed., Aug. 18.) Publicity: Jacquie Leve, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR FUR SALON
Tuesday August 17 4:00 P.M. Cocktails	SHOE FORUM AND PANEL DISCUSSION "How to Increase Your Shoe Business in the Youth Market." Panel discussion at 4:30 P.M. By invitation. Contact: Peg O. Benson, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Tuesday August 17 4:00 P.M.- 6:00 P.M. Cocktails	SPRING-SUMMER '66 FABRIC EXHIBIT A display of fashion fabrics containing Du Pont textile fibers. Press preview, by invitation. Contact: Ellen Morris, 971-4404. Trade showings from Wed., Aug. 18 through Fri., Aug. 20, from 10:00 A.M. to 4:00 P.M. By invitation. Contact: Patricia McGinn, 971-4653.	DU PONT COMPANY	HOTEL ASTOR VERSAILLES SUITE
Tuesday August 17 5:30 P.M.- 7:30 P.M. Cocktails	PREVIEW: "W'EYES GUISE" FLIRTY LASHES Introduction of "W'Eyes Guise," with special awards to ten famous women with the most flirty eyes. By invitation. Contact: Annette Green Associates, MU. 4-4911.	KLEER-VU INDUSTRIES	WHITNEY MUSEUM 22 WEST 54TH STREET
Beginning Tuesday August 17	OPENING: HOLIDAY COLLECTION Guy D will present his "Look For" Holiday collection, designed by Leo Narducci, at continuous daily showings. Contact: 594-2550.	GUY D	1375 BROADWAY SHOWROOM - 15TH FLOOR
Wednesday August 18 10:30 A.M. Coffee	PRESS PREVIEW: FALL ACCESSORY COLLECTION Preview for the press of Gimbels' Fall accessory collection. By invitation. (For Release, Thurs., Aug. 19.) Publ.: Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR AUDITORIUM
Wednesday August 18 1:00 P.M.	SENIOR-HIGH: BACK TO-SCHOOL FASHIONS "The On Set"--a formal showing of back-to-school fashions for the senior-high teen. Tickets: 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN.ACADEMY OF MUSIC 30 LAFAYETTE AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 19 11:30 A.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview for the press of Miss Bergdorf fashions. By invitation. ( <u>For Release, Fri., Aug. 20.</u> )	BERGDORF GOODMAN	5TH FLOOR
Friday August 20 9:30 A.M. Coffee	PRESS PREVIEW: PARIS READY-TO-WEAR FASHIONS Ohrbach's will preview their Paris ready-to-wear collection. By invitation. ( <u>For Release, Mon., Aug. 23.</u> )	OHRBACH'S	7TH FLOOR
August 23	OHRBACH RELEASE--Paris ready-to-wear. (Preview, Aug. 20--See Above)		
Tuesday August 24 2:30 P.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Preview of boys' and girls' fashions from Ireland, England, France, and the United States. By invitation. ( <u>For Release, Wed., Aug. 25.</u> )	BERGDORF GOODMAN	6TH FLOOR
Tuesday August 24 4:30 P.M. Cocktails	PRESS PREVIEW: MEN'S FALL FASHIONS Gimbels will present men's Fall fashions to the press. By invitation. ( <u>For Release, Thurs., Aug. 26.</u> )	GIMBELS	2ND FLOOR
Wednesday August 25 1:00 P.M.	JUNIOR-HIGH: BACK-TO-SCHOOL FASHIONS "The Fashion Beat for Fall"--a formal showing of back-to-school fashions for the junior-high teen. Tickets 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN.ACADEMY OF MUSIC 30 LAFAYETTE AVENUE
August 26	GIMBELS RELEASE--Men's Fall fashions. (Preview, Aug. 24--See Above)		
Thursday August 26 4:00 P.M. Cocktails	OPEN HOUSE FOR PRESS: TOUR OF NEW STORE Pre-opening press preview of Alexander's new store. Cocktail party and informal showing of imported ready-to-wear fashions. By invitation only. ( <u>For Release, Fri., Aug. 27.</u> )	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
August 30	PARIS PICTURE RELEASE DATE.		
Monday August 30 10:00 A.M. Coffee	PRESS PREVIEW: "FOREIGN EXCHANGE" SHOP Preview for the press of the opening of Stern Brothers' "Foreign Exchange" Shop, featuring fashions by young European designers. By invitation. ( <u>For Release, Thurs., Sept. 2.</u> )	STERN BROTHERS	3RD FLOOR FOREIGN EXCHANGE SHOP
Sept. 1	OHRBACH RELEASE--"Miss Ohrbach" fashions. (No Press Show)		
Wednesday Sept. 1 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. ( <u>For Release, Fri., Sept. 3.</u> )	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Sept. 2	STERN BROTHERS' RELEASE--"FOREIGN EXCHANGE" SHOP.(Preview, Aug.30--Above)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 2 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. ( <u>For Release, Tues., Sept. 7.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 3	SAKS FIFTH AVENUE--Custom-order collection. (Preview, Sept. 1--See Pg. 5)		
Sept. 7	BERGDORF GOODMAN RELEASE--Custom-order fashions. (Preview, Sept. 2--See Above)		
Tuesday Sept. 7 10:30 A.M. Breakfast	PRESS PREVIEW: "ONE WORLD" IMPORTS Preview for the press of "One World" import collection. By invitation. ( <u>For Release, Thurs., Sept. 9.</u> ) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Tuesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: IMPORTED READY-TO-WEAR Preview for press of Macy's "Made-In-Europe" fashions. By invitation. ( <u>For Release, Wed., Sept. 8.</u> ) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 7 12:00 Noon; 3:00 P.M.	SHOWING OF FASHIONS BY MARY QUANT Showing of Mary Quant "Youthquake" fashions, Barnesville U.S.A., at 12:00 Noon and 3:00 P.M. Open to public. Publ.: Jackie Landesman, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BUDGET DRESSES
Wednesday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS BY VENEZIANI Preview for the press of couture fashions, designed for Gimbels by Veneziani of Milan. By invitation. ( <u>For Release, Fri., Sept. 10.</u> ) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR BORGHESI GARDENS
Sept. 9	GIMBELS RELEASE--"One World" import fashions. (Preview, Sept. 7--See Above)		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Bergdorf Goodman will present their Fall import collection. By invitation. ( <u>For Release, Mon., Sept. 13.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 10	MACY'S RELEASE DATE--International Home Furnishings. (No Press Show)		
Sept. 10	LORD AND TAYLOR RELEASE DATE--Parisienne collection. (No Press Show)		
Friday Sept. 10 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--Fall import fashions at breakfast and luncheon showings. Report and commentary by Kathleen Casey, editor-in-chief, "Glamour Magazine." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL GRAND BALLROOM
Sept. 13	BERGDORF GOODMAN RELEASE--Import fashions. (Preview, Sept. 9--See Above)		
Monday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. ( <u>For Release, Tues., Sept. 14.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 14	PRIMARY DAY IN NEW YORK		
Tuesday Sept. 14 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. (For Release, Wed., Sept. 15.)	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Publicity: Margery Rubin, OX. 5-4400.		
Wednesday Sept. 15 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. (For Release, Thurs., Sept. 16.)	ALEXANDER'S	LEXINGTON AVE. & 58TH ST. 5TH FLOOR - RESTAURANT
	Publ.: Rene Hall, OX. 5-4500, Ext. 285.		
Wednesday Sept. 15 11:30 A.M. Brunch	PRESS PREVIEW: "MOOD MEDITERRANEAN" IMPORTS Stern Brothers will preview their storewide "Mood Mediterranean" import collection of fashions and home furnishings. By invitation. (For Release, Fri., Sept. 17.)	STERN BROTHERS	6TH FLOOR SPECIAL EVENTS CENTER
	Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.		
Wednesday Sept. 15 4:00 P.M.- 6:00 P.M. Cocktails	TYCORA PRODUCTS IN CRESLAN ACRYLIC FIBER "The Nonchalants"--Holiday showing of Tycora products using American Cyanamid's Creslan acrylic fiber. Presented by Caledonia Knits, Goldworm Sportswear, Nantucket Naturals, Tannel Knits, Young Viewpoint Fashions. By invitation. Contact: Wendy Gibb, 956-4615.	AMERICAN CYANAMID CO. (FIBERS DIVISION)	SHERATON-EAST HOTEL BALLROOM
Sept. 17	STERN BROTHERS' RELEASE--"Mood Mediterranean." (Preview, Sept. 15--See Above)		
Friday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Mon., Sept. 20.)	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
	PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.		
Sept. 20	MAINBOCHER RELEASE--Custom-order fashions. (Preview, Sept. 17--See Above)		
Monday Sept. 20 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR
Tuesday Sept. 21 12:30 P.M. Luncheon	HAUTE COUTURE FASHION SHOW Alexander's International Haute Couture fashion show and champagne basket luncheon, for benefit of the American Cancer Society, N.Y. City Division. Honorary Chmn.: H.H. The Duchess of Windsor. Chmn.: Mesdames Edward F. Hutton and John R. Fell. Co-Chmn.: Mrs. William Poll. (Completely sold out.) Public Relations: Serge Obolensky Associates, 1114 First Avenue, TE. 8-1649.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
Tuesday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	FIRST ANNUAL AWARDS: "NEWSWORTHY EYEWEAR" The Fashion Eyewear Group of America will present their first annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	FASHION EYEWEAR GROUP OF AMERICA	ST. REGIS HOTEL ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 6:15 P.M.	PRESS PREVIEW OF EUROPEAN IMPORTS Annual presentation of European imports throughout store. For benefit of Juilliard School of Music. By invitation. ( <u>For Release, Wed., Sept. 22.</u> ) Publicity: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	THROUGHOUT STORE
Wednesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. ( <u>For Release, Thurs., Sept. 23.</u> ) Publicity: McGeehan & O'Connor, 667 Madison Avenue, PL. 9-8150.	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
Thursday Sept. 23 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Alexander's will present a luncheon showing of imported Fall couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW: FUR FASHIONS Georges Kaplan's press preview of Fall and Winter fur fashions, designed by Jacques Kaplan. By invitation. ( <u>For Release, Mon., Sept. 27.</u> ) Contact: CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Sept. 27	ROSH HASHONAH (Monday)--First day of Jewish New Year.		
Sept. 27	GEORGES KAPLAN'S RELEASE--Fur Fashions. (Preview, Sept. 24--See Above)		
Tuesday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. ( <u>For Release, Wed., Sept. 29.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Wednesday Sept. 29 11:00 A.M.	PREVIEW: REVILLON FUR FASHIONS Press showing of Revillon fur fashions. By invitation. ( <u>For Release, Fri., Oct. 1.</u> ) Publicity: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Wednesday Sept. 29 3:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Press preview of Fall-Winter couture fur fashions by Reiss & Fabrizio. By invitation. ( <u>For Release, Thurs., Sept. 30.</u> ) Contact: CI. 5-0322. Publicity: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Oct. 1	SAKS FIFTH AVENUE RELEASE--Revillon furs. (Preview, Sept. 29--See Above)		
Friday Oct. 1 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group's fabrics division luncheon meeting. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Oct. 6	YOM KIPPUR--Wednesday (Jewish Day of Atonement)		



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